



WEWS

ORDER

Print Date 10/22/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision **296411 /** Candidate. **10.24.12-10.30.12**

Original Date / Revision 05/02/12 10/22/12 Agency Com 15%

Billing Contact
815 Slaters Lane
Alexandria, VA 22314

Advertiser **Renacci / Republican / Cong**

Agency **American Media and Advoc**
Buying Contact
815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **2541**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$25,117.50	\$29,550.00	0.00	10/01/12	10/28/12	25	\$25,117.50	\$29,550.00
November 2012	17	\$17,765.00	\$20,900.00	0.00	10/29/12	10/30/12	17	\$17,765.00	\$20,900.00
Totals	42	\$42,882.50	\$50,450.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEWS	10/24/12	10/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$650.00		0.00						
Week:		10/29/12	11/04/12	MT-----	2		\$650.00		0.00						
E 2	WEWS	10/24/12	10/30/12		CM	7-9a	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	5	\$3,500.00



WEWS

Print Date: 10/22/12

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Contract / Revision **296411** Flight Dates **10/24/12-10/30/12** Hiatus Dates
Original Date / Revision 05/02/12/ 10/22/12 Order Sep 00:20:00
Advertiser **Renacci / Republican / Con** Product **Candidate. 10.24.12-10.30.1** Estimate # **2541**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					3	\$700.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$700.00		0.00			
E 3	WEWS	10/27/12	10/27/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Sa 6-8a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$550.00		0.00			
E 4	WEWS	10/24/12	10/30/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					6	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MT-----					4	\$1,200.00		0.00			
E 5	WEWS	10/24/12	10/30/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,800.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,800.00		0.00			
E 6	WEWS	10/28/12	10/28/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,200.00		0.00			
E 7	WEWS	10/24/12	10/30/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WEWS	10/22/12-10/28/12		M-F 7-730p	7-730p		--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited															
[Lines will be added to bottom of contract.]															
5	WEWS	10/22/12-10/28/12		M-F 7-730p	7-730p		--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited															
[Lines will be added to bottom of contract.]															
6	WEWS	10/22/12-10/28/12		M-F 7-730p	7-730p		--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited															
[Lines will be added to bottom of contract.]															
Week:		10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
E 8	WEWS	10/24/12	10/30/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
				M-F 730-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
E 9	WEWS	10/24/12	10/30/12	M-F 11-1135P Late News	CM	11-1135p	MTWTF--	:30	1	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
				M-F 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,400.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$2,400.00		0.00			
E 10	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$750.00	P-3	0.00	NM	0	\$0.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					3	\$750.00		0.00			



WEWS

<u>Contract / Revision</u>	296411	<u>Flight Dates</u>	10/24/12-10/30/12	<u>Hiatus Dates</u>	
<u>Original Date / Revision</u>	05/02/12/	10/22/12		<u>Order Sep</u>	00:20:00
Advertiser	Renacci / Republican / Con	Product	Candidate. 10.24.12-10.30.1	Estimate #	2541

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$750.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
		Credited [Lines will be added to bottom of contract.]													
5	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
		Credited [Lines will be added to bottom of contract.]													
6	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
		Credited [Lines will be added to bottom of contract.]													
	Week:	10/29/12	11/04/12	MT-----		2				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		(\$750.00)		0.00	NM		
		Credited [Lines will be added to bottom of contract.]													
8	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		(\$750.00)		0.00	NM		
		Credited [Lines will be added to bottom of contract.]													
N 12	WEWS	10/24/12	10/30/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		1				\$1,200.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N 13	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	MT-----		1				\$1,000.00		0.00			
N 14	WEWS	10/24/12	10/30/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$1,600.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N 15	WEWS	10/24/12	10/30/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$550.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N 16	WEWS	10/24/12	10/30/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF-S		1				\$2,400.00		0.00			
	Week:	10/30/12	11/05/12	-----		0				\$0.00		0.00			
Totals														42	\$50,450.00